

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 402 Issue 2



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 63375	<b>Campaign Ref:</b> E:120710059
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 / 27 / 694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06225080
<b>Est./PO Number:</b> 06225080	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg Asheville
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 10a Your Carolina ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
2	M-Su 11p News ...F..	01	1275	30 Comme	Nbr of Spots	1	1	1275
3	M-F 11a ET / 10a CT Price Is Right ...F..	01	500	30 Comme	Nbr of Spots	1	1	500
4	M-F 1230-2p ET CBS Soaps ...F..	12	575	30 Comme	Nbr of Spots	1	1	575
5	M-F 12p News ...F..	01	575	30 Comme	Nbr of Spots	1	1	575
6	M-F 2p ET / 1p CT The Talk ...F..	01	575	30 Comme	Nbr of Spots	1	1	575
7	M-F 3p ET / 2p CT Let's Make A Deal ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
8	M-F 4-5p Judge Judy ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
<b>Weekly Totals: Total Spots(Ord Spots)</b>					79	19	98	
<b>Closed PR</b>					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
9	M-F 5a News ....F..	01	190	30 Comme	Nbr of Spots 1		1	190
10	M-F 5p News ....F..	01	1125	30 Comme	Nbr of Spots 1		1	1125
11	M-F 530a News ....F..	01	415	30 Comme	Nbr of Spots 1		1	415
12	M-F 530p News ....F..	01	1125	30 Comme	Nbr of Spots 1		1	1125
13	M-F 6p News ....F..	01	1050	30 Comme	Nbr of Spots 1		1	1050
14	M-F 6a News ....F..	01	600	30 Comme	Nbr of Spots 1		1	600
15	M-F 7p News ....F..	01	650	30 Comme	Nbr of Spots 1		1	650
16	M-F 7a CBS This Morning ....F..	01	600	30 Comme	Nbr of Spots 1		1	600
17	M-F 730p Scene On 7 ....F..	01	650	30 Comme	Nbr of Spots 1		1	650
18	M-F 8a CBS This Morning ....F..	01	400	30 Comme	Nbr of Spots 1		1	400
19	M-F 9a Dr Phil ....F..	01	450	30 Comme	Nbr of Spots 1		1	450
<b>Weekly Totals:</b> Total Spots(Ord Spots)					79	19	98	
Closed PR					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 10a Your Carolina M.....	01	300	30 Comme	Nbr of Spots	1	1	300
21	M-Su 11p News M.....	01	1275	30 Comme	Nbr of Spots	1	1	1275
22	M-F 11a ET / 10a CT Price Is Right M.....	01	500	30 Comme	Nbr of Spots	1	1	500
23	M-F 1230-2p ET CBS Soaps M.....	12	575	30 Comme	Nbr of Spots	1	1	575
24	M-F 12p News M.....	01	575	30 Comme	Nbr of Spots	1	1	575
25	M-F 2p ET / 1p CT The Talk M.....	01	575	30 Comme	Nbr of Spots	1	1	575
26	M-F 3p ET / 2p CT Let's Make A Deal M.....	01	550	30 Comme	Nbr of Spots	1	1	550
27	M-F 4-5p Judge Judy M.....	01	550	30 Comme	Nbr of Spots	1	1	550
28	M-F 5a News M.....	01	190	30 Comme	Nbr of Spots	1	1	190
29	M-F 5p News M.....	01	1125	30 Comme	Nbr of Spots	1	1	1125
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	79	19	98
					<b>Closed PR</b>	1		1

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Original

Client:	American Crossroads/ Issue	Submission Cost:	63375	Campaign Ref:	E:120710059
Buyer:	..	Client/Product/Estimate:	11 /27 /694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06225080
Est./PO Number:	06225080	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
30	M-F 530a News	01	415	30		1	1	415
	M.....			Comme				
				Nbr of Spots				
31	M-F 530p News	01	1125	30		1	1	1125
	M.....			Comme				
				Nbr of Spots				
32	M-F 6p News	01	1050	30		1	1	1050
	M.....			Comme				
				Nbr of Spots				
33	M-F 6a News	01	600	30		1	1	600
	M.....			Comme				
				Nbr of Spots				
34	M-F 7p News	01	650	30		1	1	650
	M.....			Comme				
				Nbr of Spots				
35	M-F 7a CBS This Morning	01	600	30		1	1	600
	M.....			Comme				
				Nbr of Spots				
36	M-F 730p Scene On 7	01	650	30		1	1	650
	M.....			Comme				
				Nbr of Spots				
37	M-F 8a CBS This Morning	01	400	30		1	1	400
	M.....			Comme				
				Nbr of Spots				
38	M-F 9a Dr Phil	01	450	30		1	1	450
	M.....			Comme				
				Nbr of Spots				
39	M-Su 11p News	01	1275	30		1	1	1275
	.....S.			Comme				
				Nbr of Spots				
40	Sat 6a News	01	250	30		1	1	250
				Nbr of Spots				
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Closed PR					1		1	

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<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 63375	<b>Campaign Ref:</b> E:120710069
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 /27 /694	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06225080
<b>Est./PO Number:</b> 06225080	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
41	M-Su 11p News .....S	01		30 Comme	Nbr of Spots Closed PR	1	1	250
42	Sun 6a News .....S	01	250	30 Comme	Nbr of Spots	1	1	250
43	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	01	600	30 Comme	Nbr of Spots	1	1	600
44	M-F 10a Your Carolina ...T...	01	300	30 Comme	Nbr of Spots	1	1	300
45	M-Su 11p News ...T...	01	1275	30 Comme	Nbr of Spots	1	1	1275
46	M-F 11a ET / 10a CT Price Is Right ...T...	01	500	30 Comme	Nbr of Spots	1	1	500
47	M-F 1230-2p ET CBS Soaps ...T...	12	575	30 Comme	Nbr of Spots	1	1	575
48	M-F 12p News ...T...	01	575	30 Comme	Nbr of Spots	1	1	575
49	M-F 2p ET / 1p CT The Talk ...T...	01	575	30 Comme	Nbr of Spots	1	1	575
50	M-F 4-5p Judge Judy ...T...	01	550	30 Comme	Nbr of Spots	1	1	550
<b>Weekly Totals: Total Spots(Ord Spots)</b>					79	19	98	
<b>Closed PR</b>					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
51	M-F 5a News ...T...	01	190	30 Comme	Nbr of Spots 1		1	190
52	M-F 5p News ...T...	01	1125	30 Comme	Nbr of Spots 1		1	1125
53	M-F 530a News ...T...	01	415	30 Comme	Nbr of Spots 1		1	415
54	M-F 530p News ...T...	01	1125	30 Comme	Nbr of Spots 1		1	1125
55	M-F 6p News ...T...	01	1050	30 Comme	Nbr of Spots 1		1	1050
56	M-F 6a News ...T...	01	600	30 Comme	Nbr of Spots 1		1	600
57	M-F 7p News ...T...	01	650	30 Comme	Nbr of Spots 1		1	650
58	M-F 7a CBS This Morning ...T...	01	600	30 Comme	Nbr of Spots 1		1	600
59	M-F 730p Scene On 7 ...T...	01	650	30 Comme	Nbr of Spots 1		1	650
60	M-F 8a CBS This Morning ...T...	01	400	30 Comme	Nbr of Spots 1		1	400
61	M-F 9a Dr Phil ...T...	01	450	30 Comme	Nbr of Spots 1		1	450
<b>Weekly Totals: Total Spots(Ord Spots)</b>					79	19	98	
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Buyer:	...	Client/Product/Estimate:	11 / 27 / 694	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06225080
Est./PO Number:	06225080	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
62	M-F 10a Your Carolina .T.....	01	300	30 Comme	1		1	300
63	M-Su 11p News .T.....	01	1275	30 Comme	1		1	1275
64	M-F 11a ET / 10a CT Price Is Right .T.....	01	500	30 Comme	1		1	500
65	M-F 1230-2p ET CBS Soaps .T.....	12	575	30 Comme	1		1	575
66	M-F 12p News .T.....	01	575	30 Comme	1		1	575
67	M-F 2p ET / 1p CT The Talk .T.....	01	575	30 Comme	1		1	575
68	M-F 4-5p Judge Judy .T.....	01	550	30 Comme	1		1	550
69	M-F 5a News .T.....	01	190	30 Comme	1		1	190
70	M-F 5p News .T.....	01	1125	30 Comme	1		1	1125
71	M-F 530a News .T.....	01	415	30 Comme	1		1	415
<b>Weekly Totals:</b>					79	19	98	
Closed PR					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
72	M-F 530p News .T.....	01	1125	30 Comme	Nbr of Spots	1	1	1125
73	M-F 6p News .T.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
74	M-F 6a News .T.....	01	600	30 Comme	Nbr of Spots	1	1	600
75	M-F 7p News .T.....	01	650	30 Comme	Nbr of Spots	1	1	650
76	M-F 7a CBS This Morning .T.....	01	600	30 Comme	Nbr of Spots	1	1	600
77	M-F 730p Scene On 7 .T.....	01	650	30 Comme	Nbr of Spots	1	1	650
78	M-F 8a CBS This Morning .T.....	01	400	30 Comme	Nbr of Spots	1	1	400
79	M-F 9a Dr Phil .T.....	01	450	30 Comme	Nbr of Spots	1	1	450
80	M-F 10a Your Carolina ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
81	M-Su 11p News ..W....	01	1275	30 Comme	Nbr of Spots	1	1	1275
82	M-F 11a ET / 10a CT Price Is Right	01	500	30	Nbr of Spots	1	1	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					79	19	98	
<b>Closed PR</b>					1		1	



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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
83	M-F 1230-2p ET CBS Soaps ..W....	12	575	30 Comme	Nbr of Spots	1	1	575
84	M-F 12p News ..W....	01	575	30 Comme	Nbr of Spots	1	1	575
85	M-F 2p ET / 1p CT The Talk ..W....	01	575	30 Comme	Nbr of Spots	1	1	575
86	M-F 4-5p Judge Judy ..W....	01	550	30 Comme	Nbr of Spots	1	1	550
87	M-F 5a News ..W....	01	190	30 Comme	Nbr of Spots	1	1	190
88	M-F 5p News ..W....	01	1125	30 Comme	Nbr of Spots	1	1	1125
89	M-F 530a News ..W....	01	415	30 Comme	Nbr of Spots	1	1	415
90	M-F 530p News ..W....	01	1125	30 Comme	Nbr of Spots	1	1	1125
91	M-F 6p News ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
92	M-F 6a News ..W....	01	600	30 Comme	Nbr of Spots	1	1	600
<b>Weekly Totals:</b> Total Spots(Ord Spots)					79	19	98	
Closed PR					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
93	M-F 7p News ..W....	01	650	30 Comme	Nbr of Spots	1	1	650
94	M-F 7a CBS This Morning ..W....	01	600	30 Comme	Nbr of Spots	1	1	600
95	M-F 730p Scene On 7 ..W....	01	650	30 Comme	Nbr of Spots	1	1	650
96	M-F 8a CBS This Morning ..W....	01	400	30 Comme	Nbr of Spots	1	1	400
97	M-F 9a Dr Phil ..W....	01	450	30 Comme	Nbr of Spots	1	1	450
98	M-Su Late News Late Run .....S	01	1275	30 Comme	Nbr of Spots	1	1	1275
99	M-F 7a CBS This Morning ...TF..	01	600	30 Comme	Nbr of Spots	1	1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					79	19	98	
<b>Closed PR</b>					1		1	

Pre-emption Summary					Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value		
41	M-Su 11p News	:30 Commercial	10/29/12	Closed Pre Emption	0.00	98 (11/04)	E:120710059

Grand Totals

		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	98	79	19
Cost	63375	51220	12155

Grand Totals:

Spots:	98
Gross Total:	63,375.00
Commission:	9,506.25
Net Total:	53,868.75